

FIGURE 1

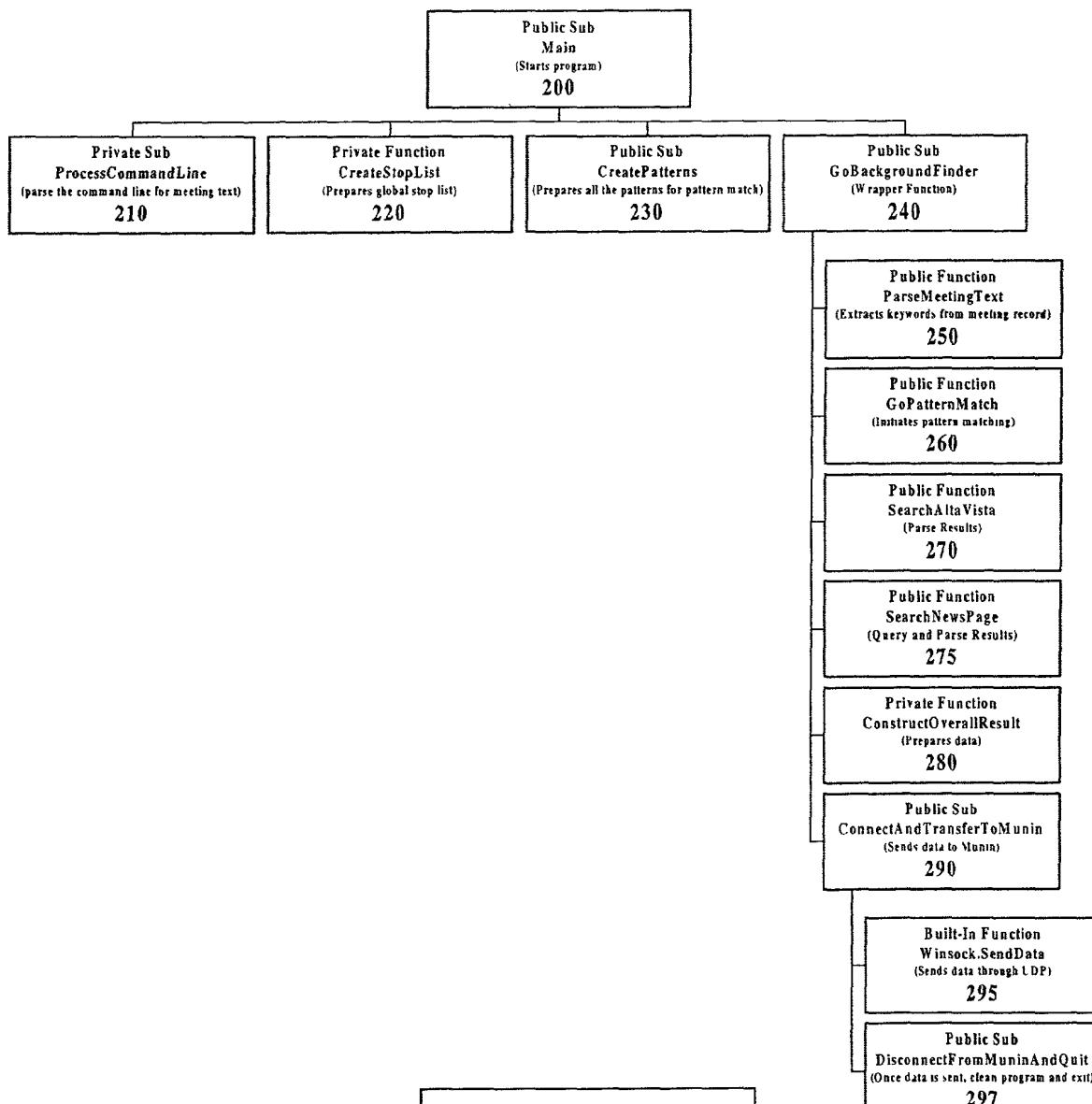


FIGURE 2

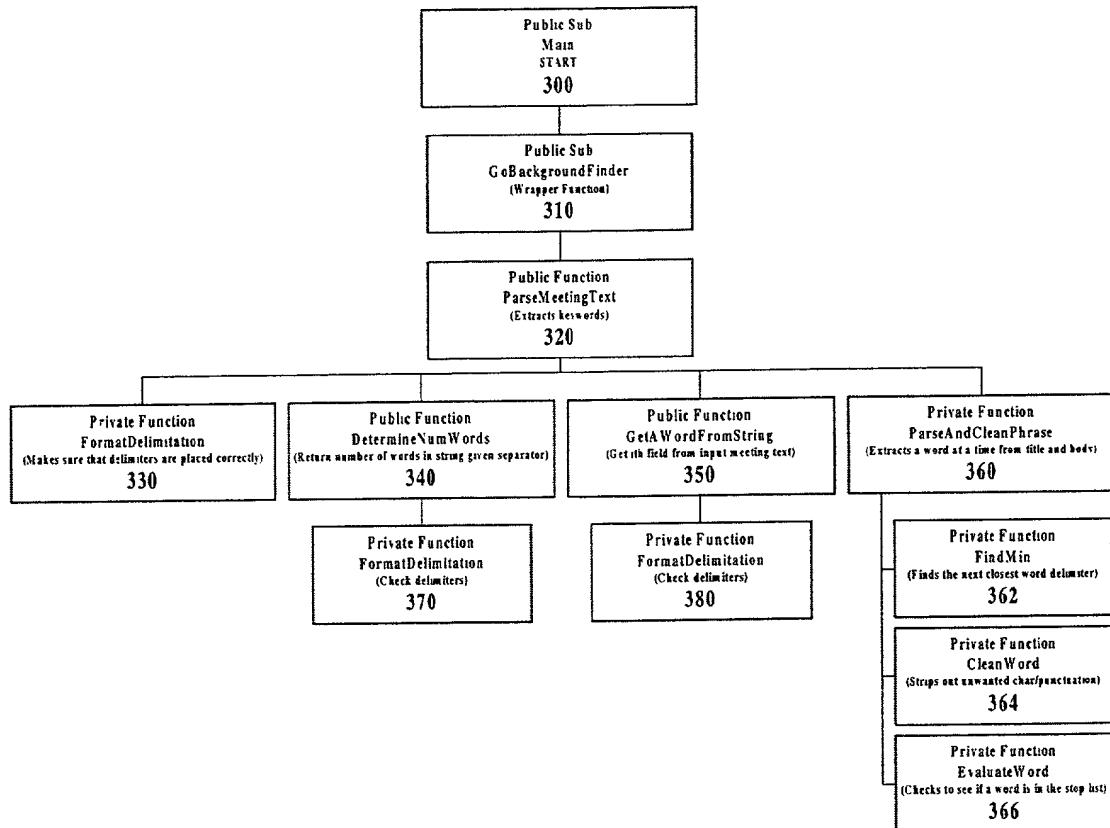


FIGURE 3

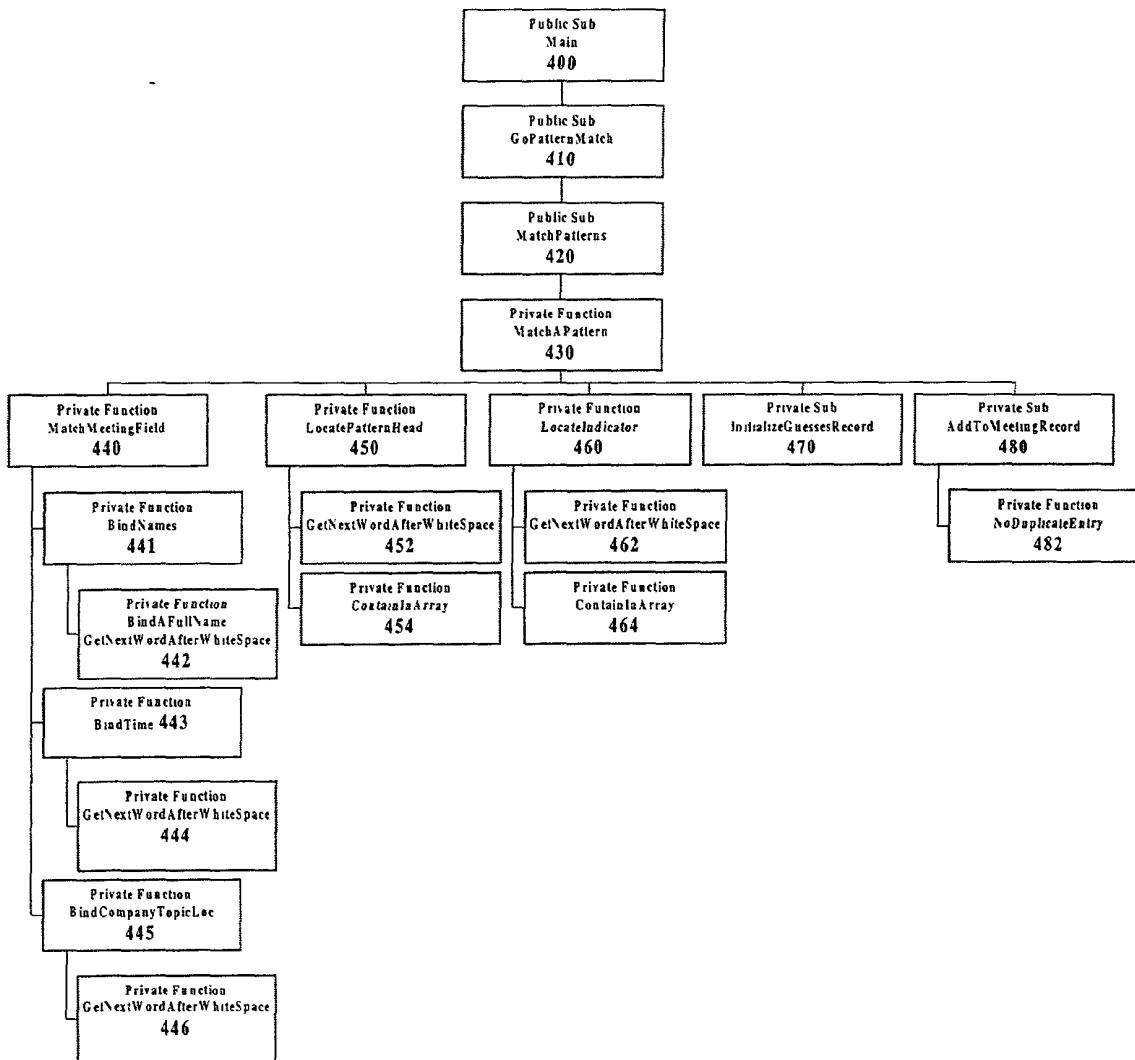


FIGURE 4

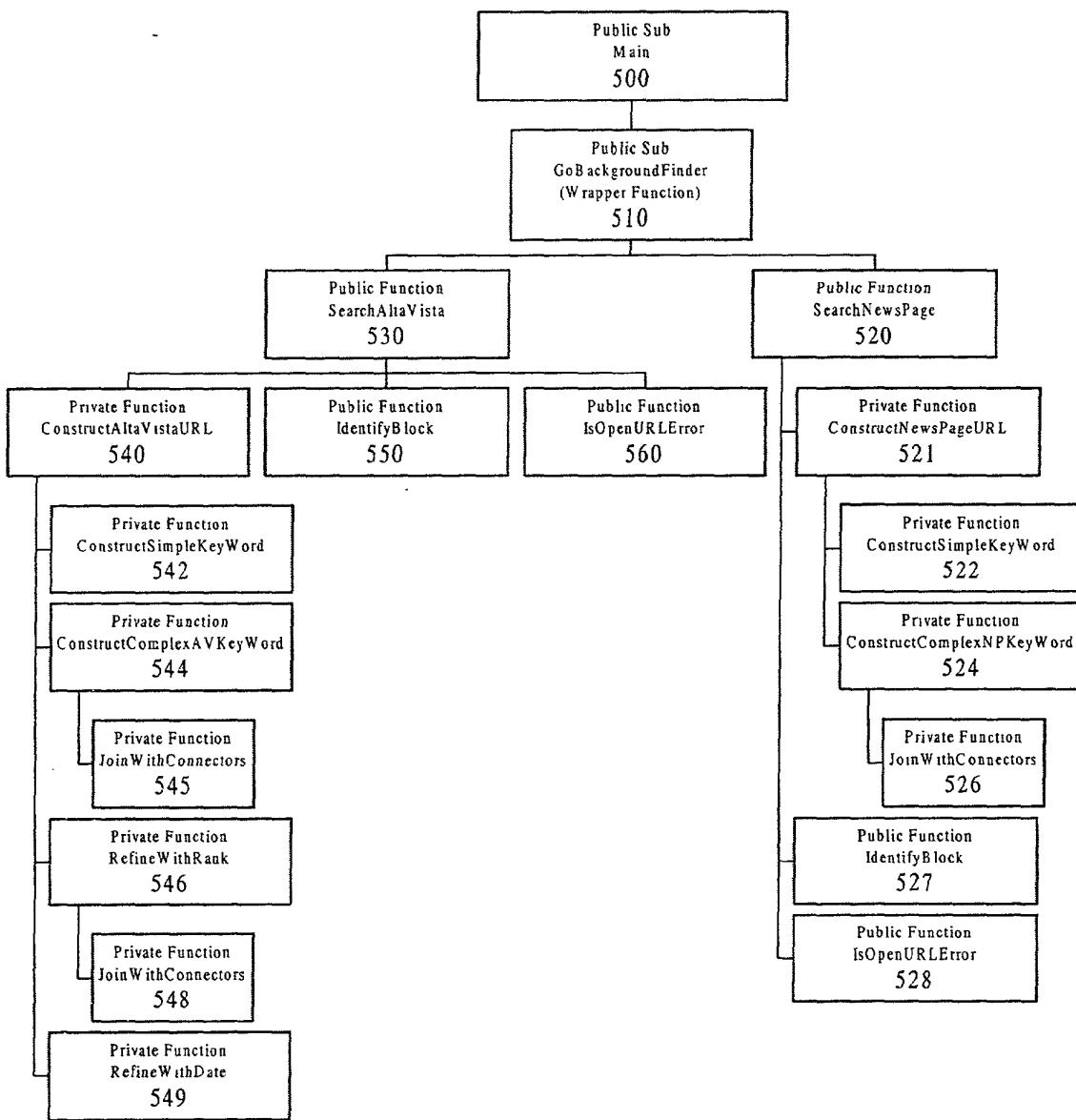
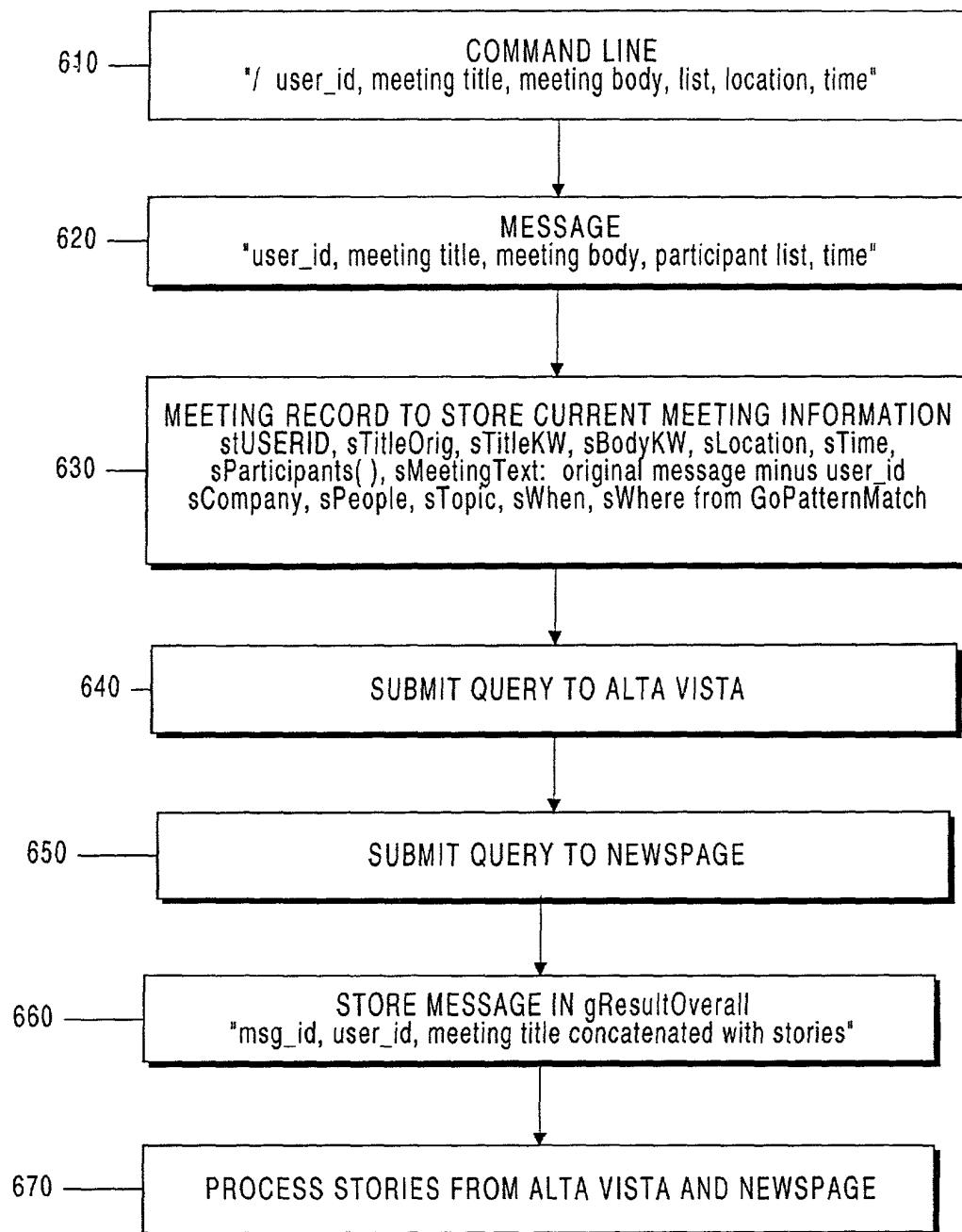
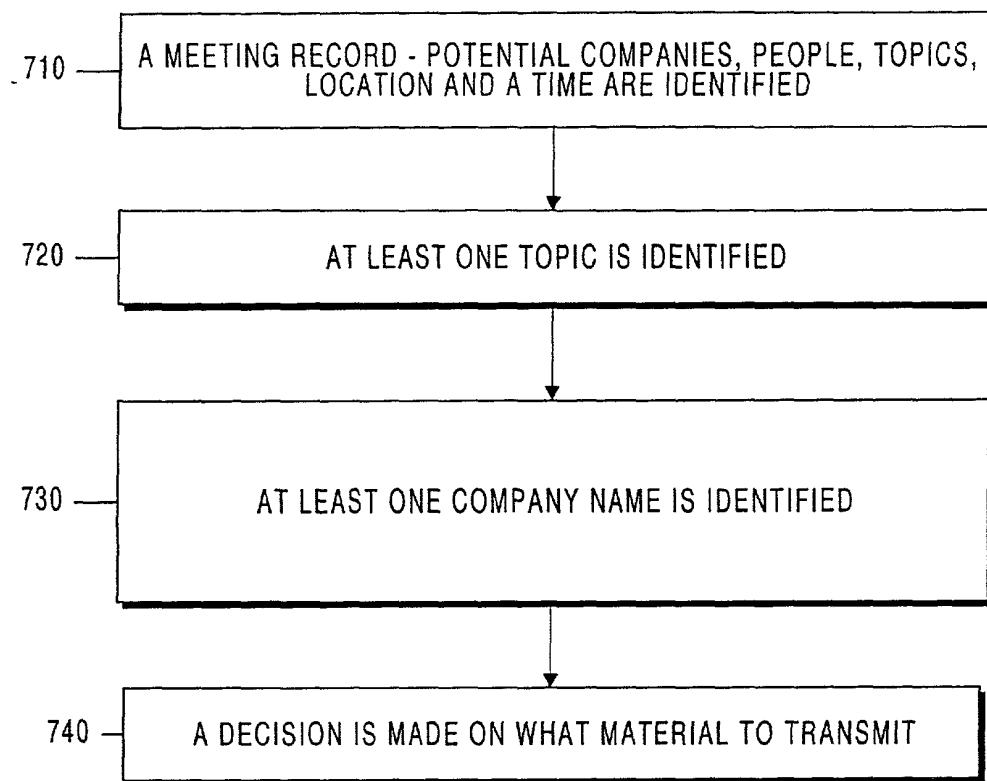


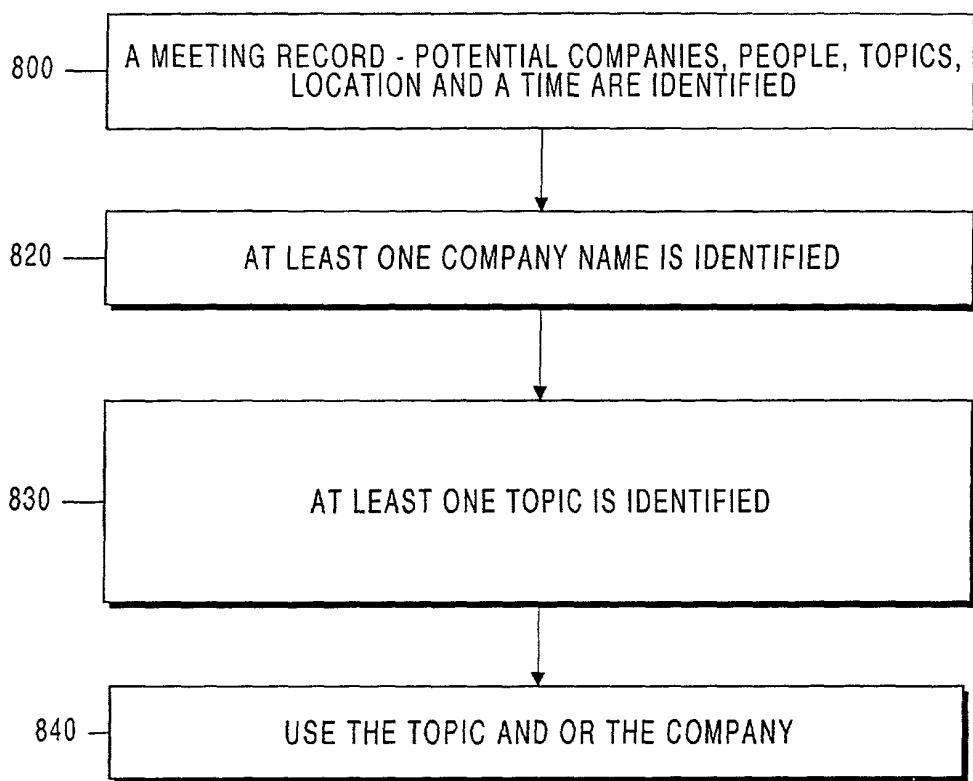
FIGURE 5



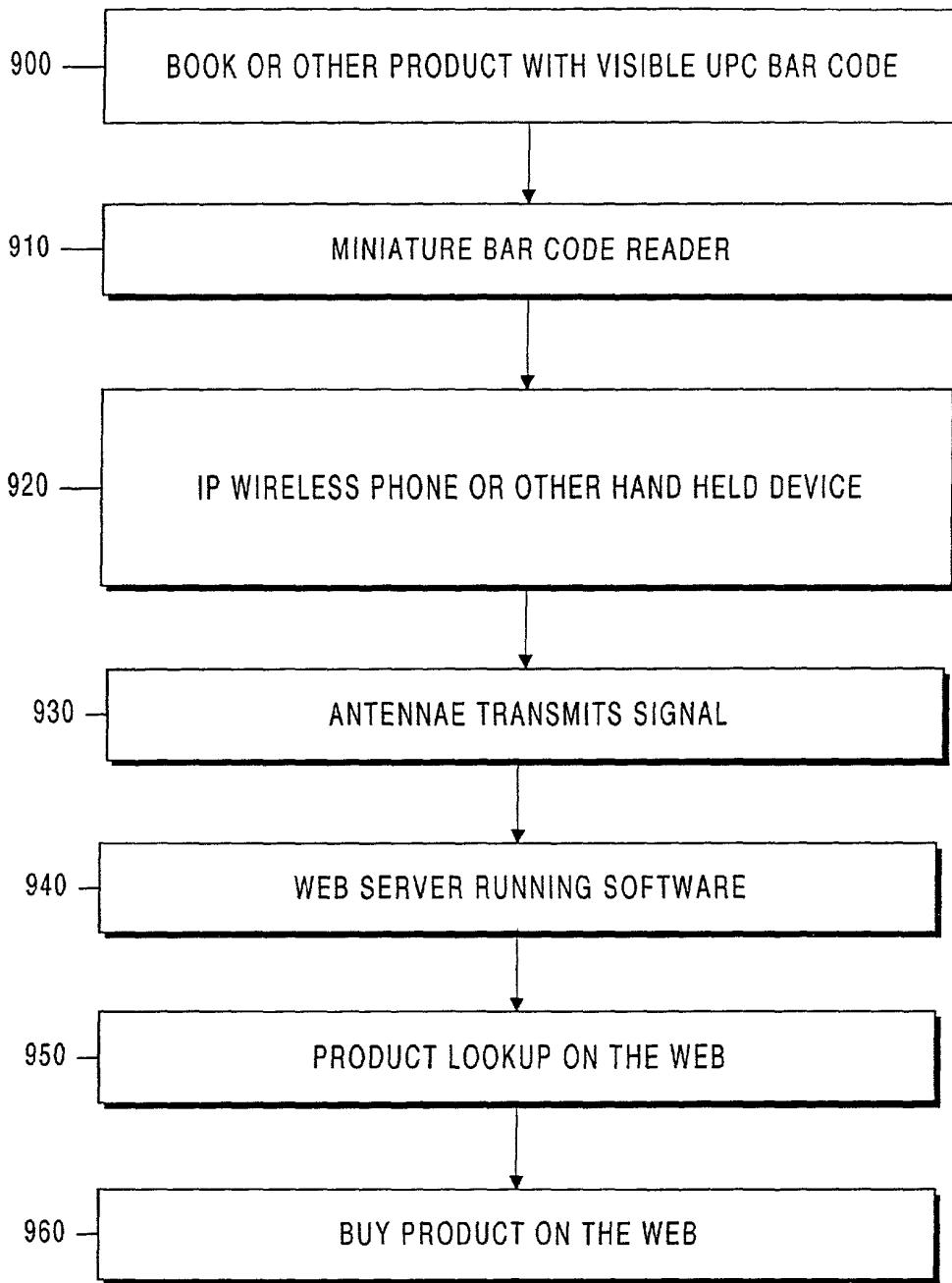
**FIGURE 6**



**FIGURE 7**



***FIGURE 8***



**FIGURE 9**

FIGURE 10A

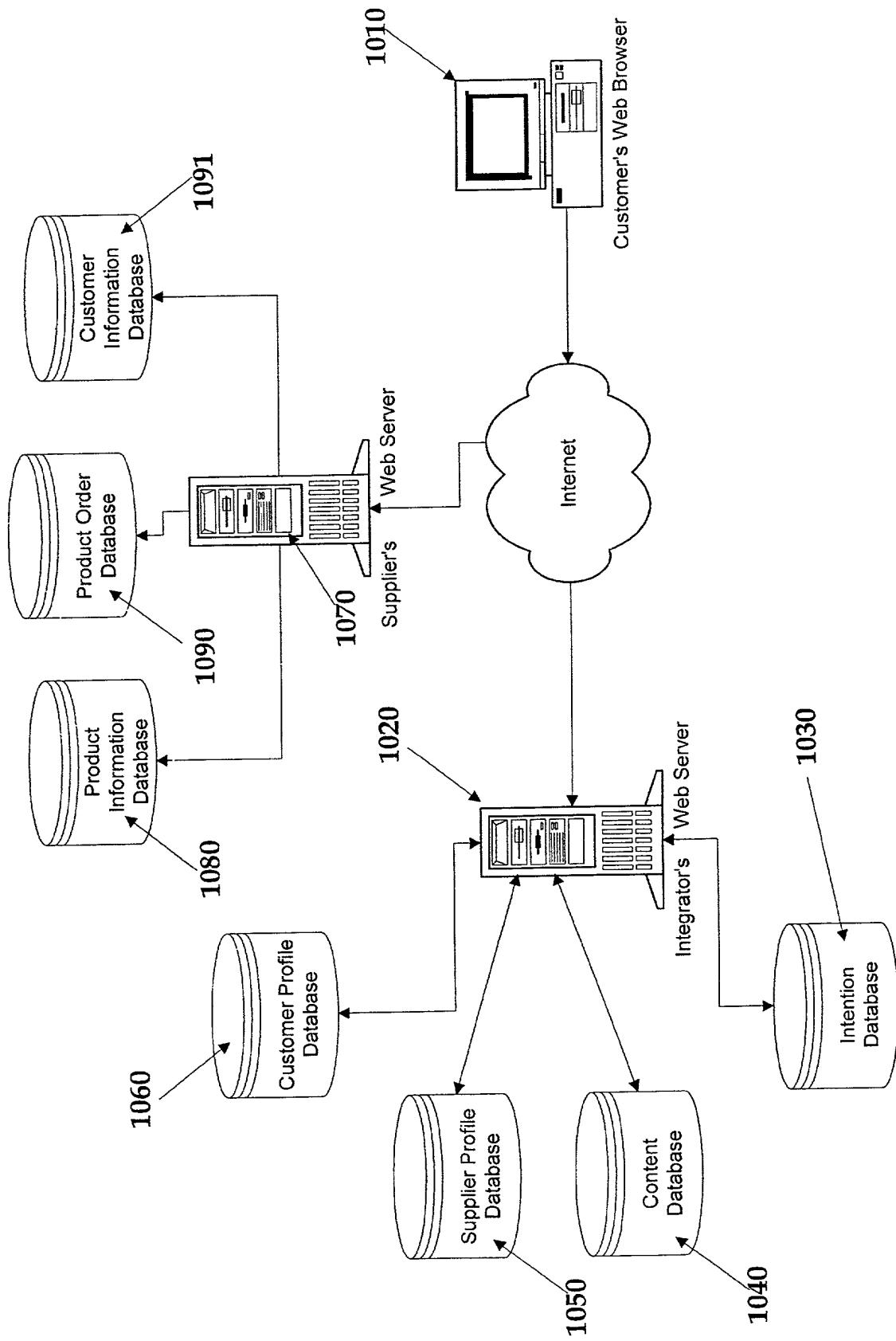


Figure 10B

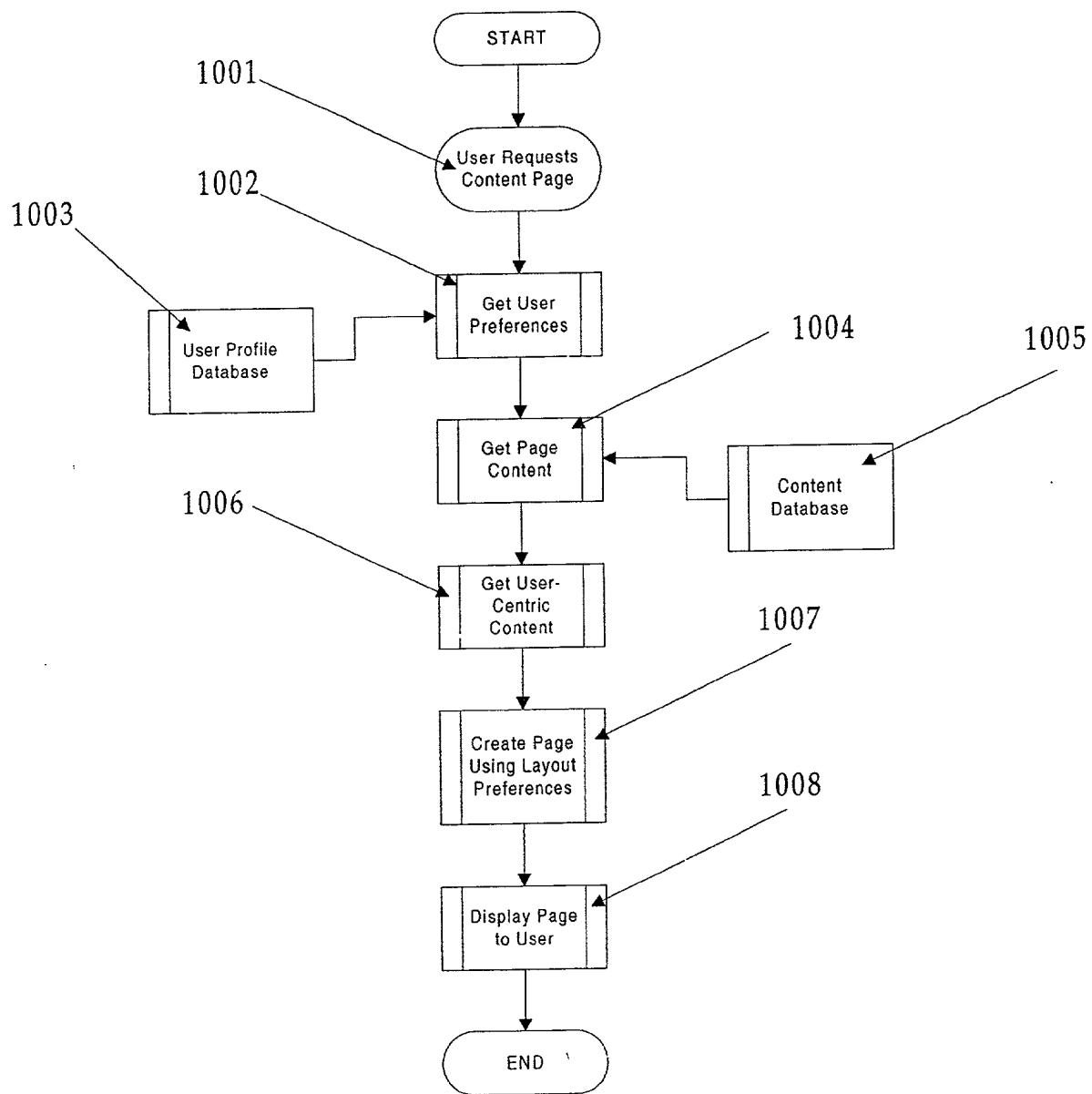


Figure 11: Retrieve User-Centric Content

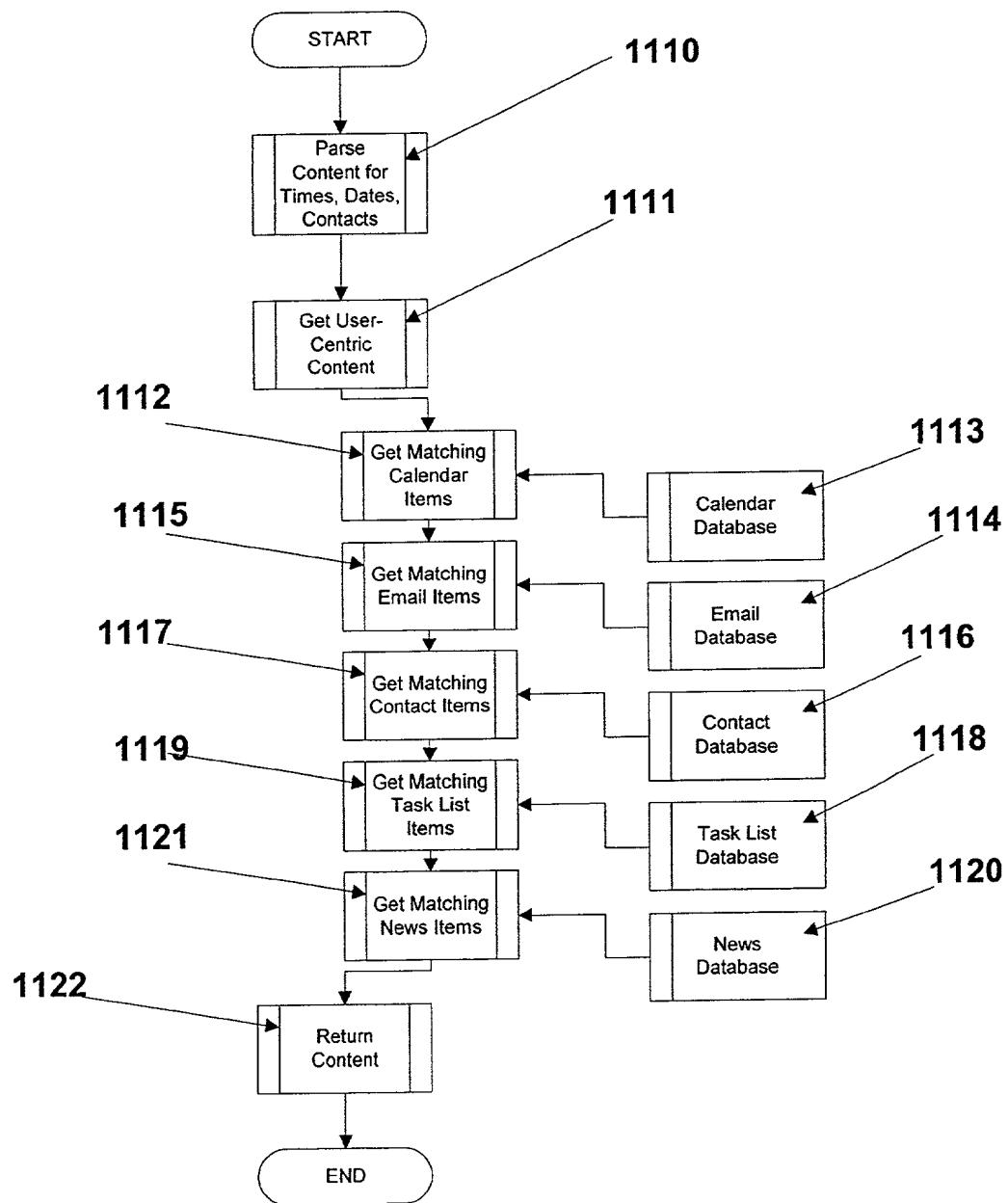


Figure 12: User Profile Data Model

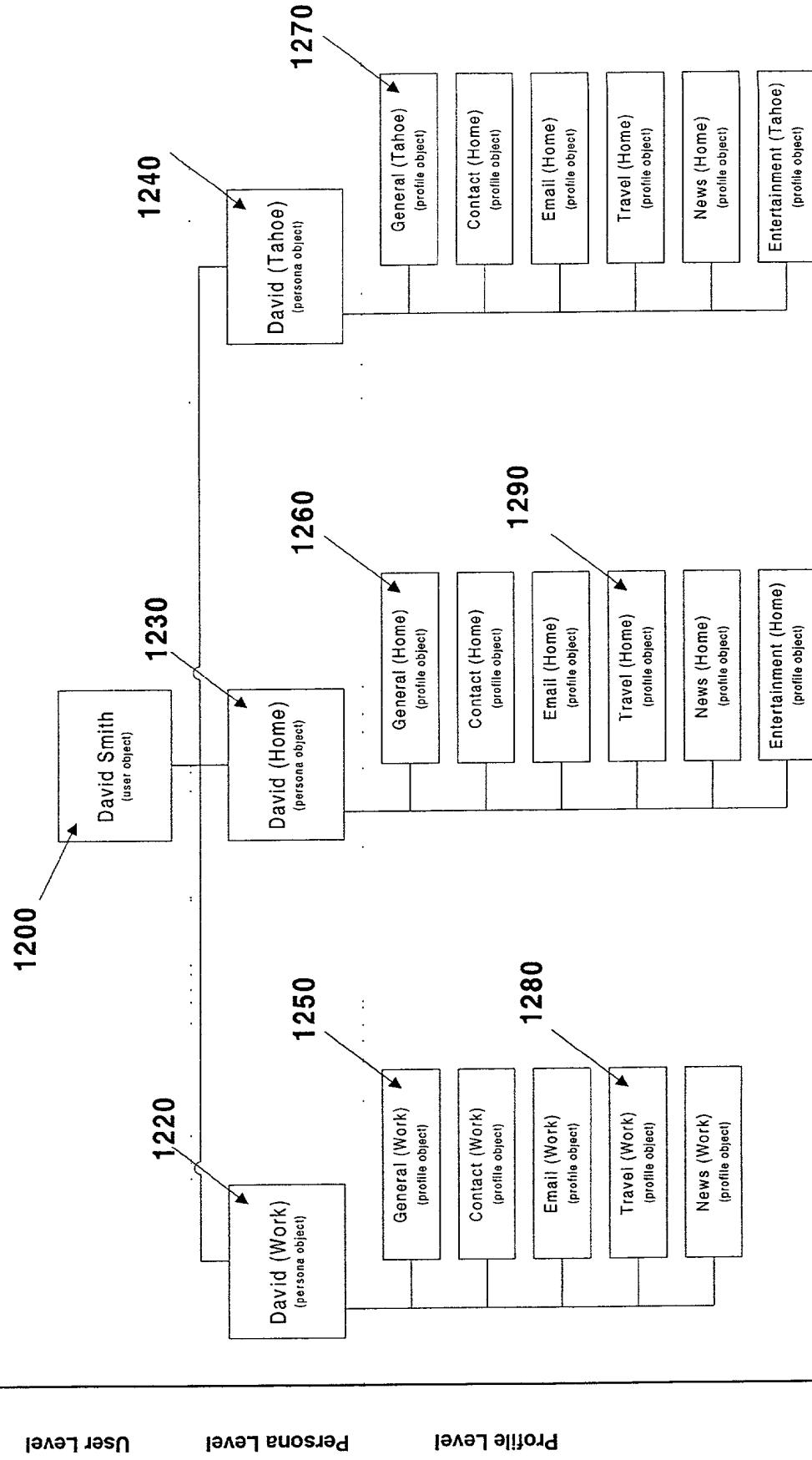


Figure 13: Persona Data Model

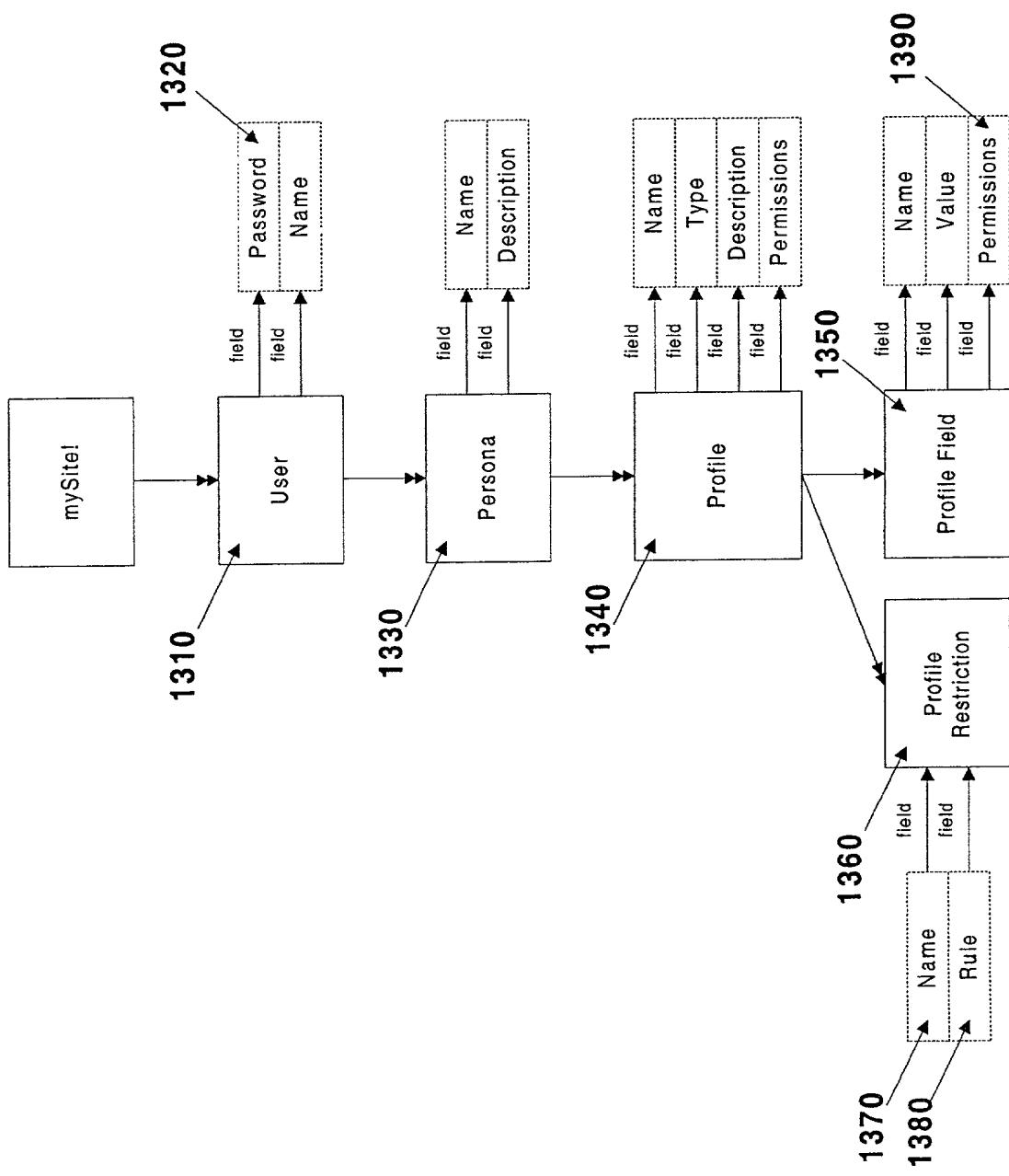


Figure 14: Intention Data Model

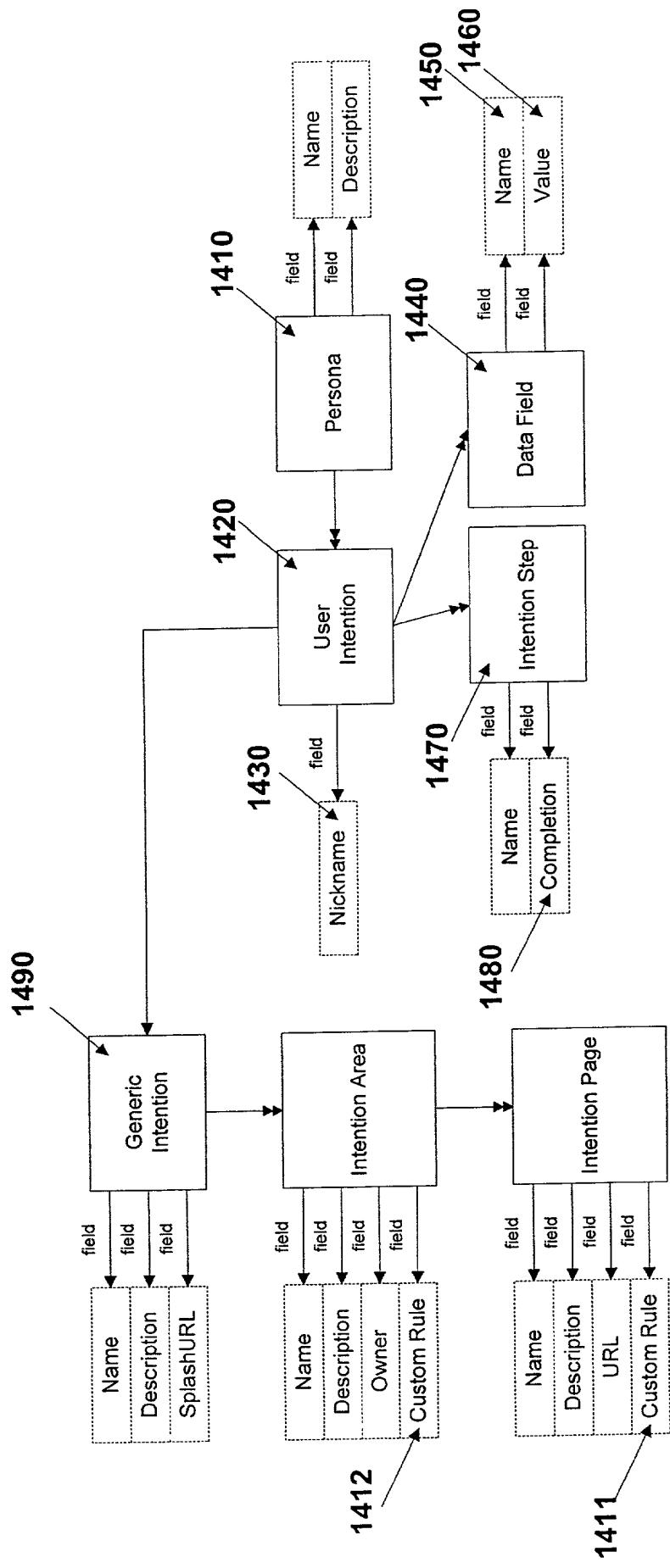


Figure 15

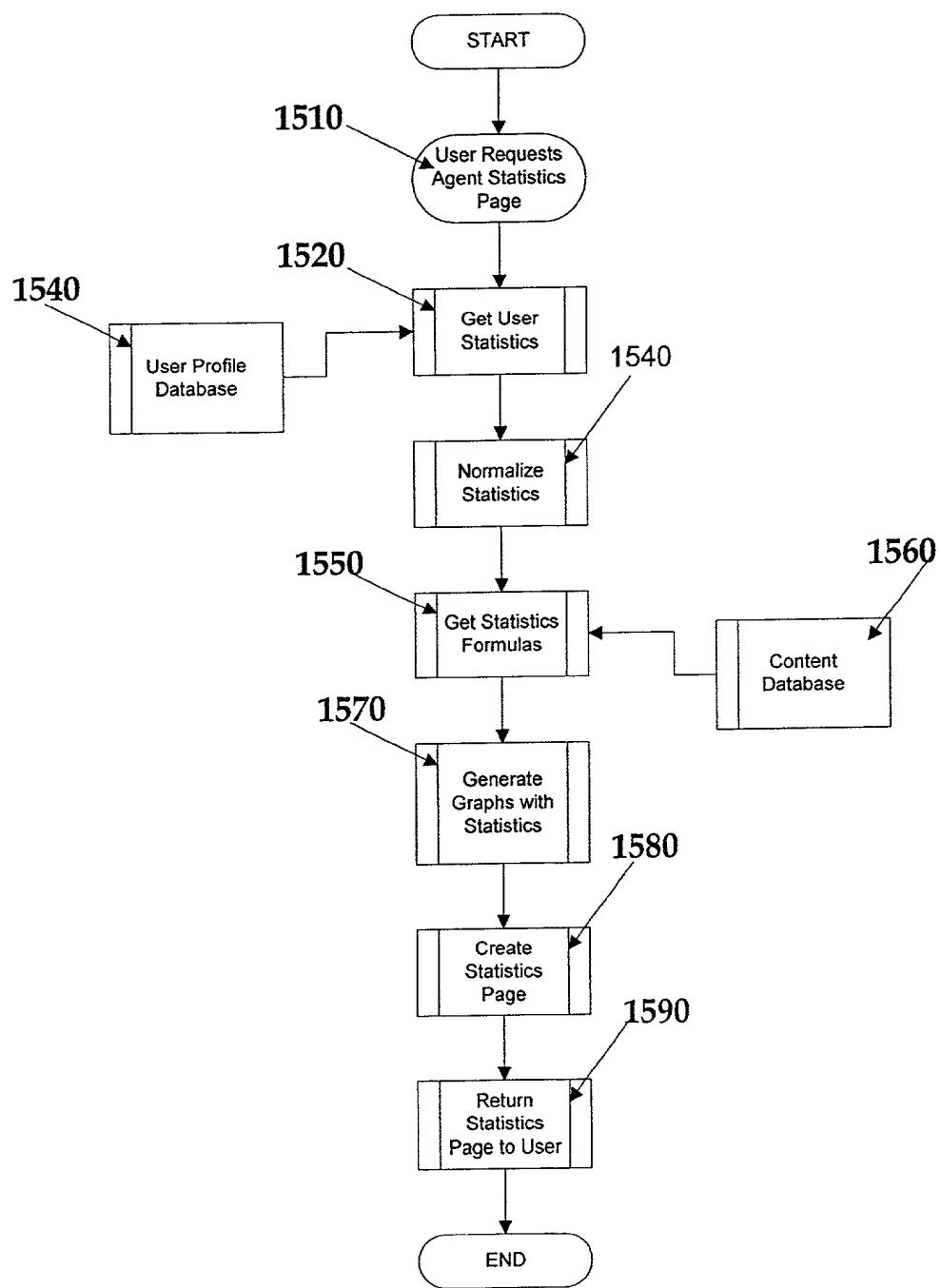


Figure 16

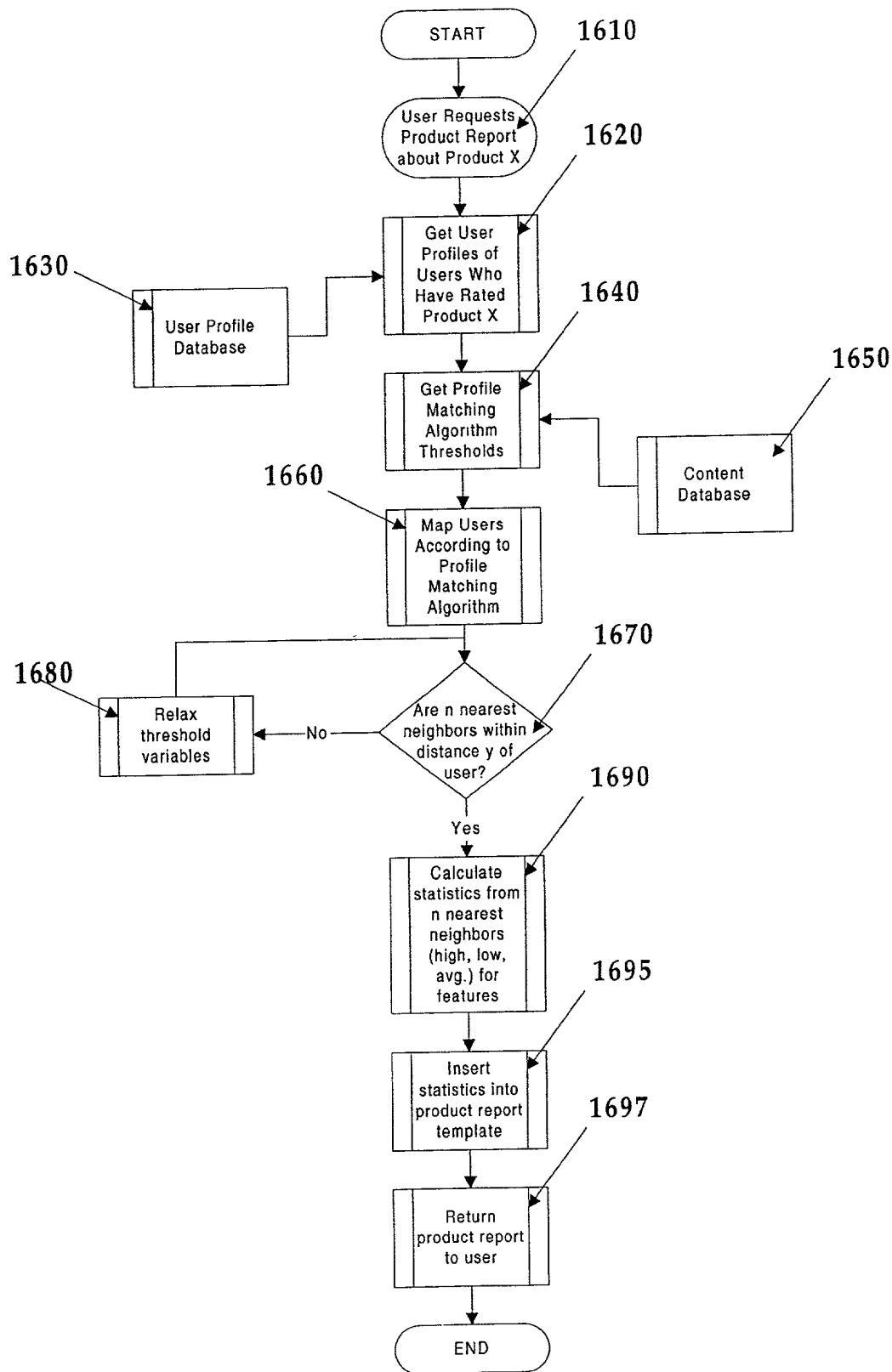


Figure 17

Device-to-Device

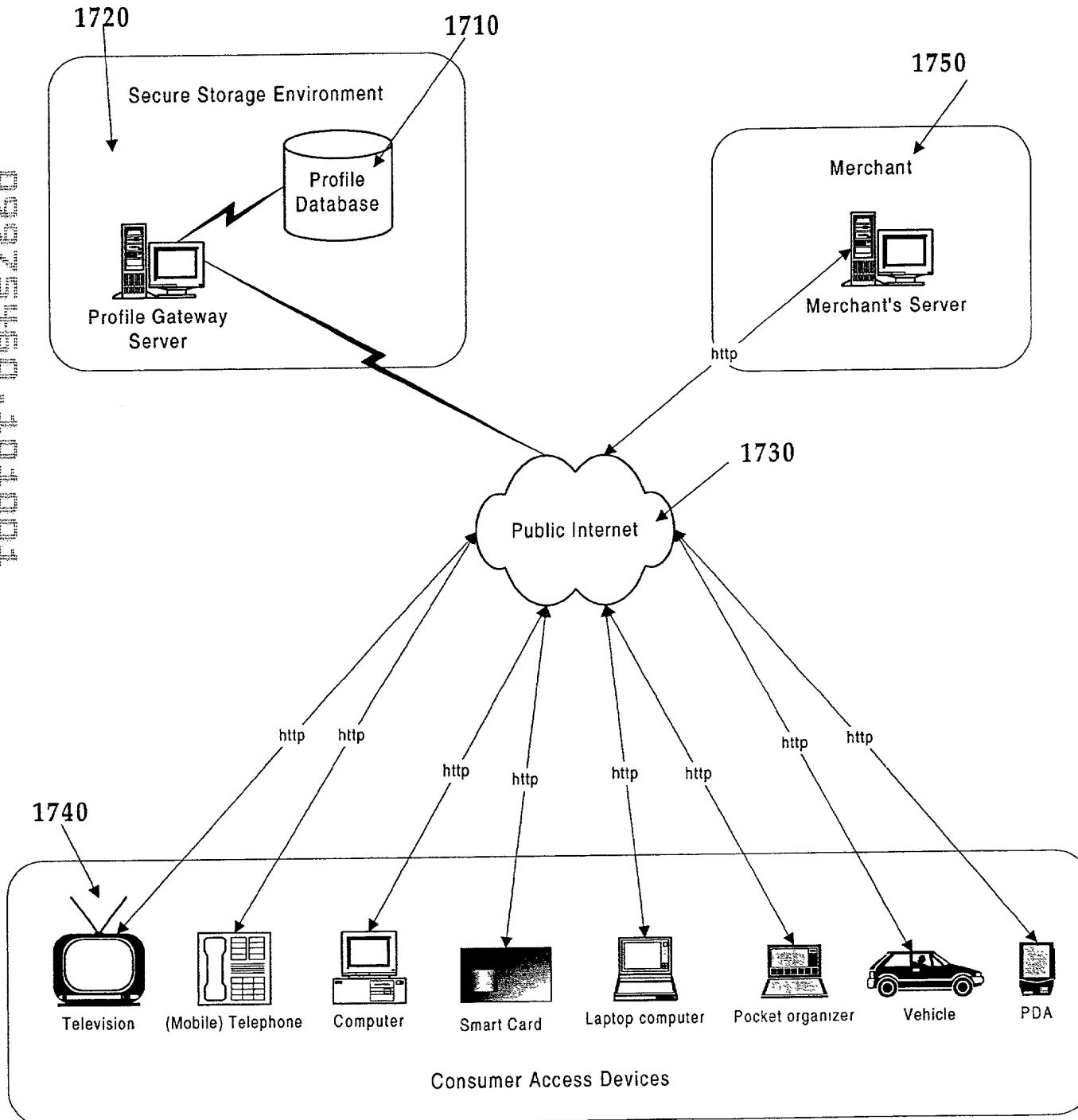


Figure 18

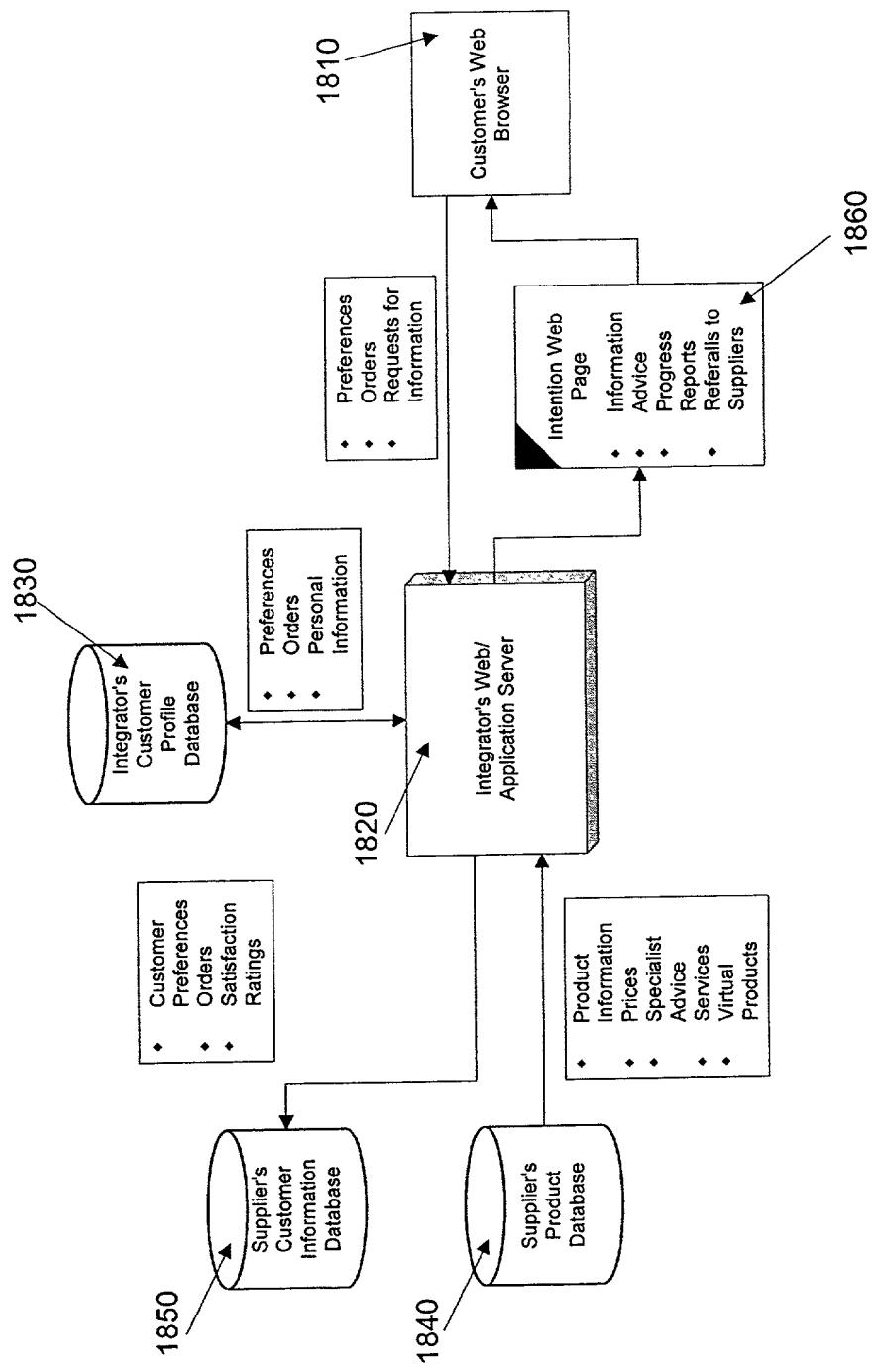


FIGURE 19

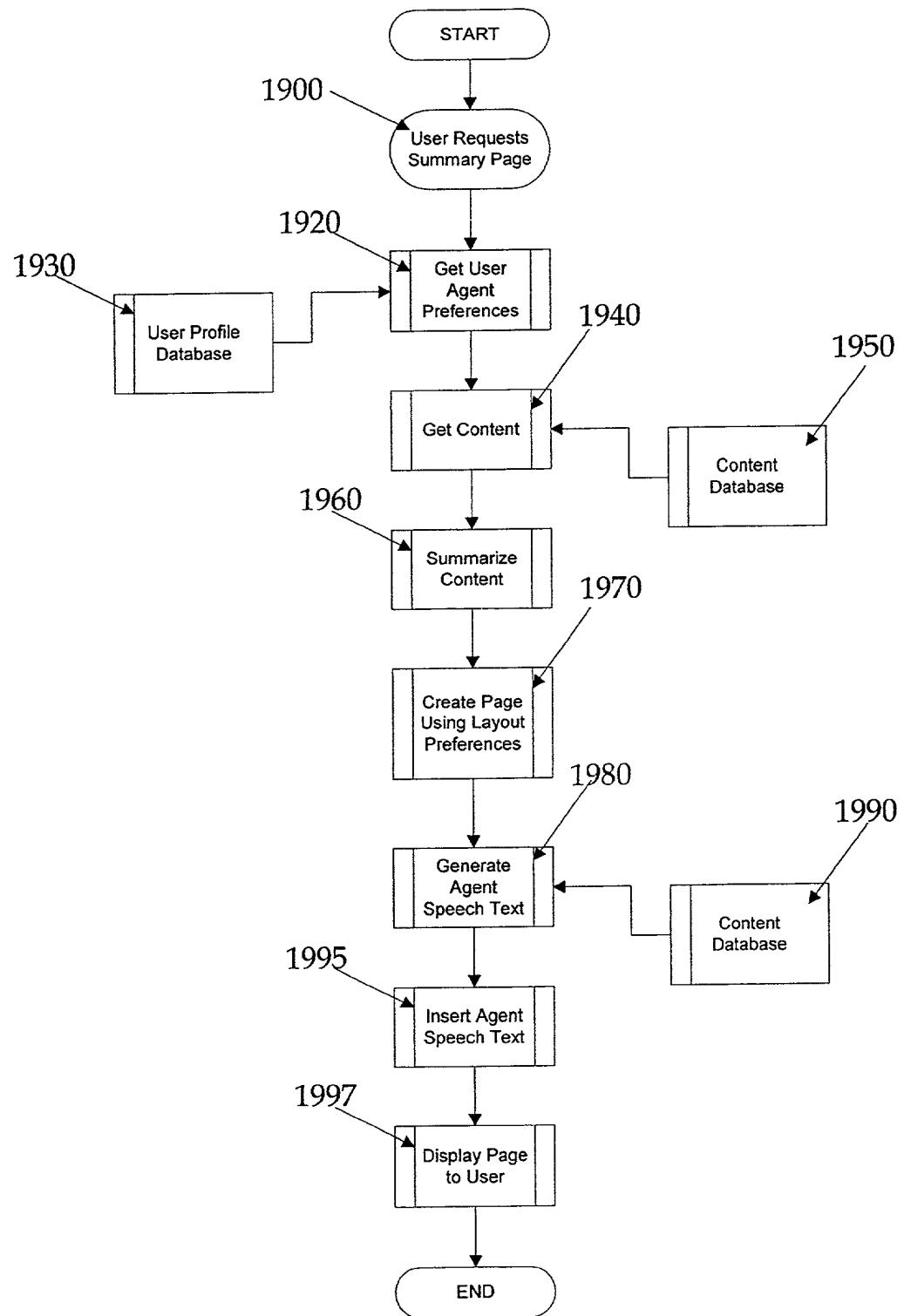




FIGURE 20

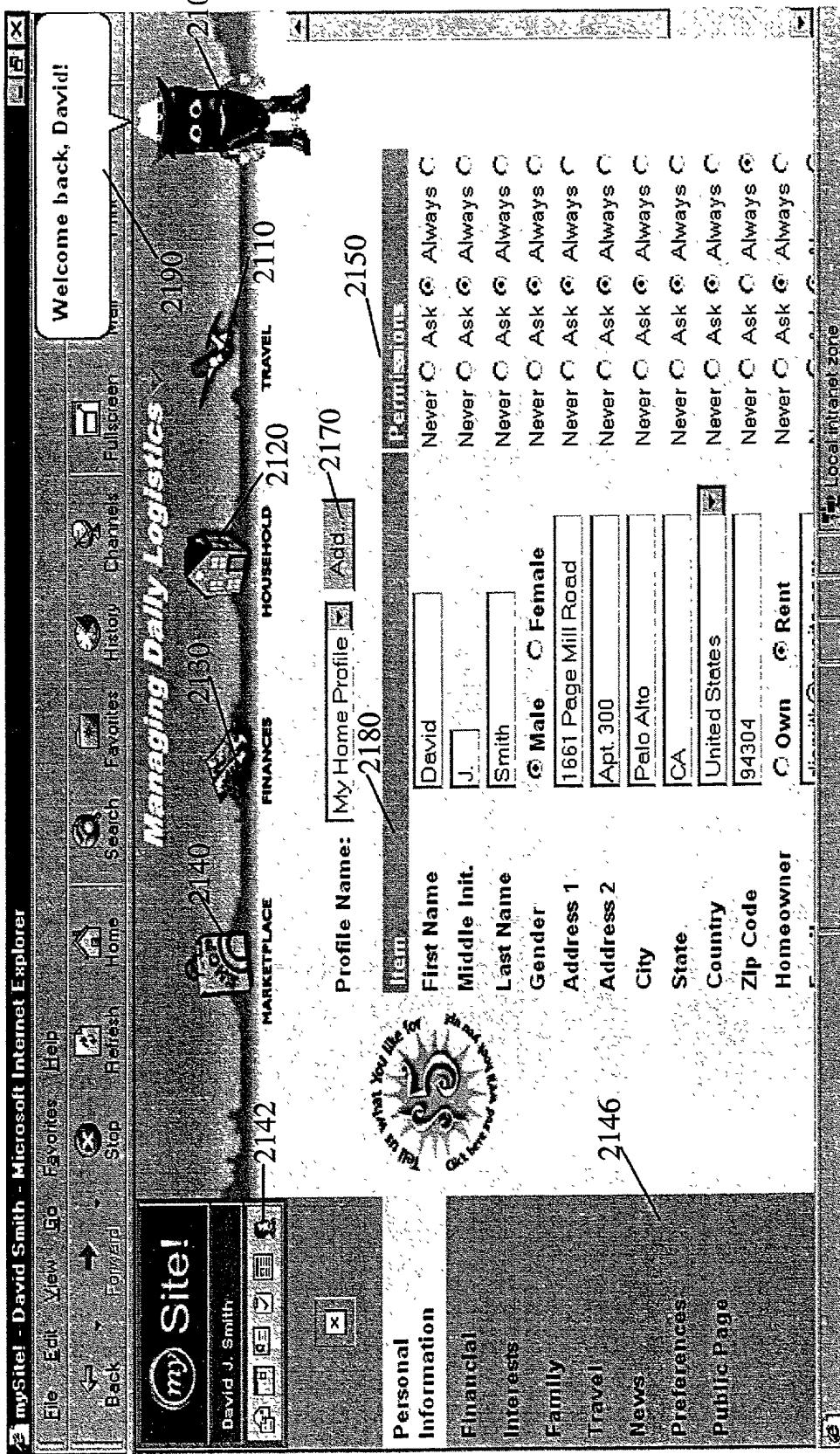


FIGURE 21

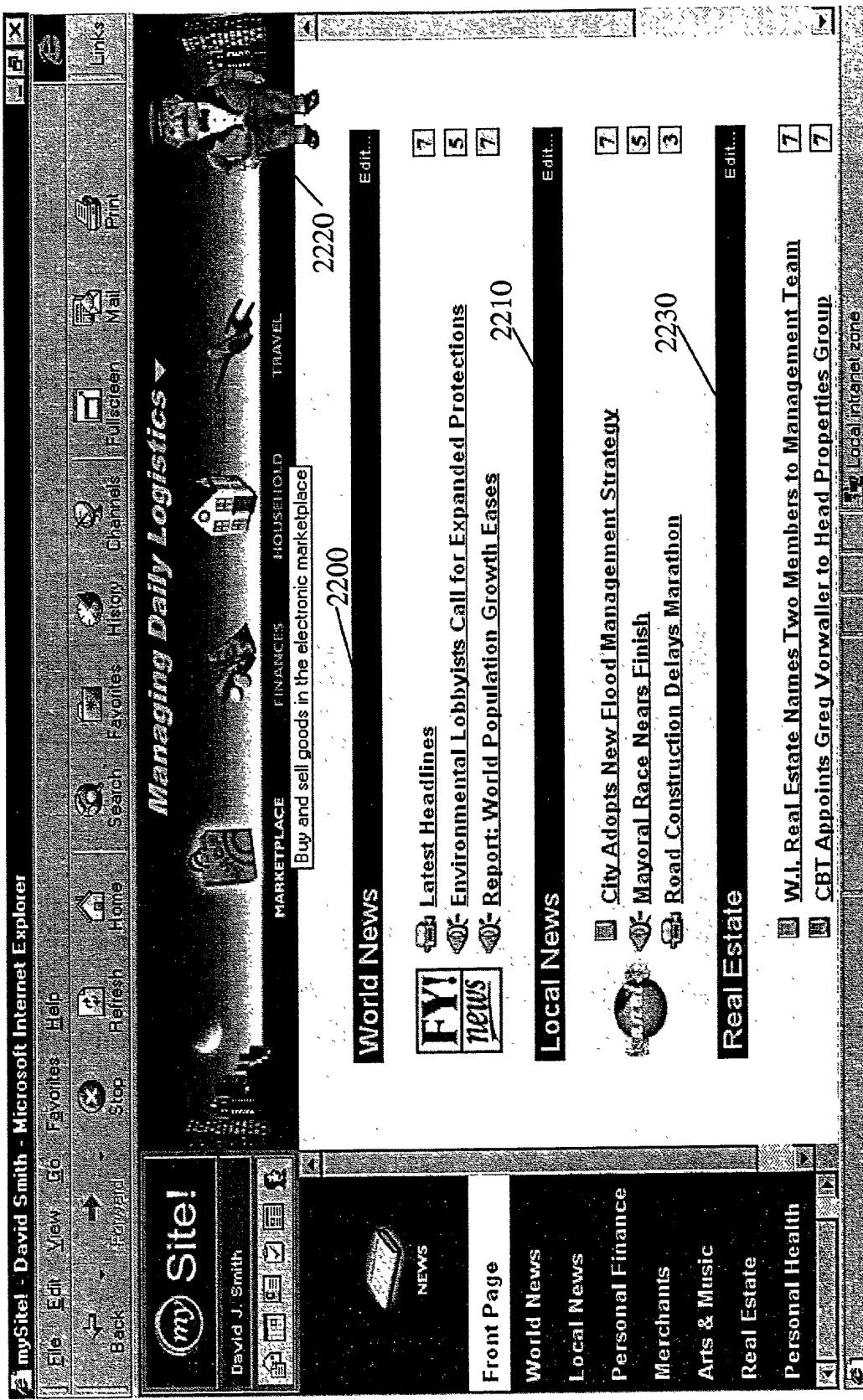
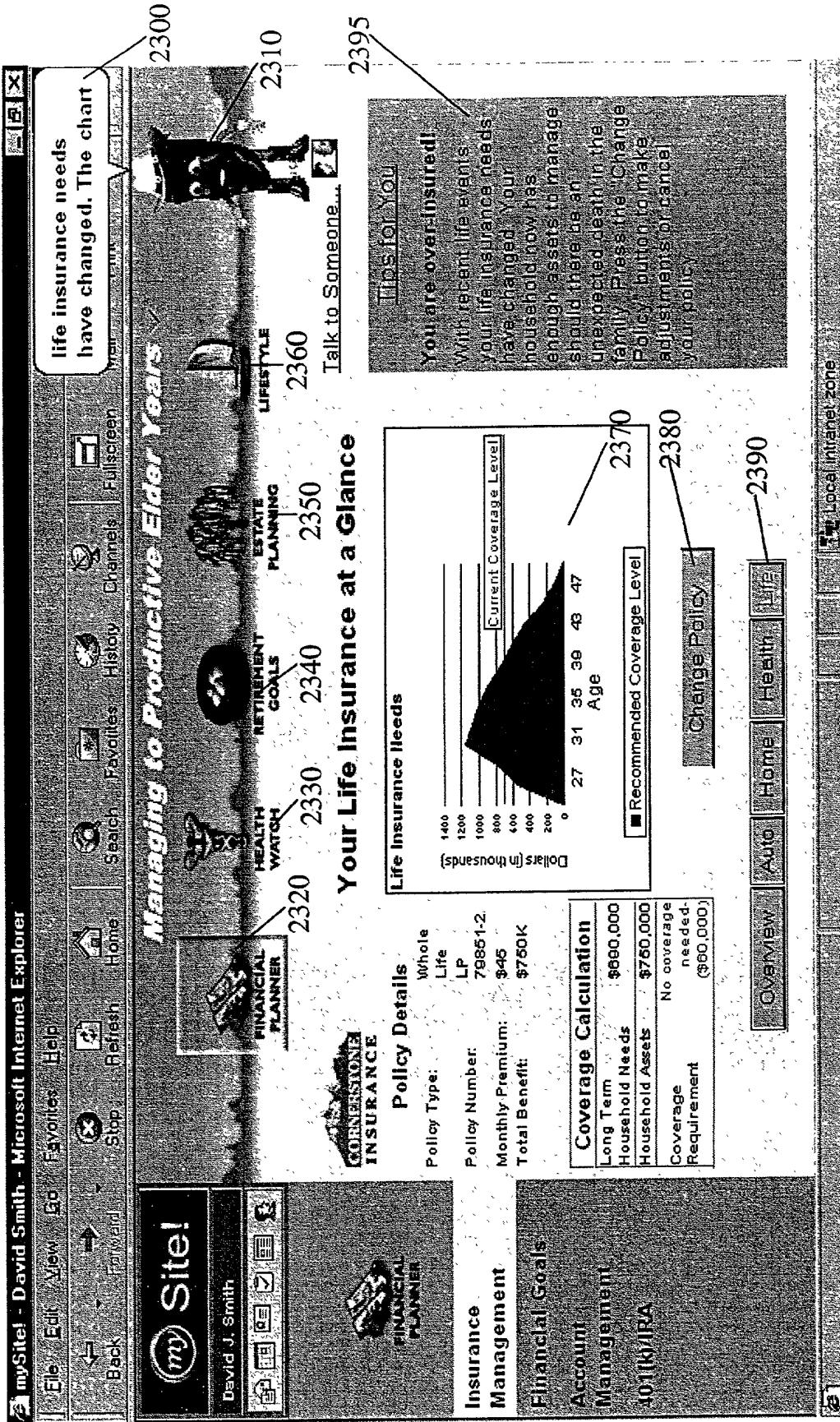
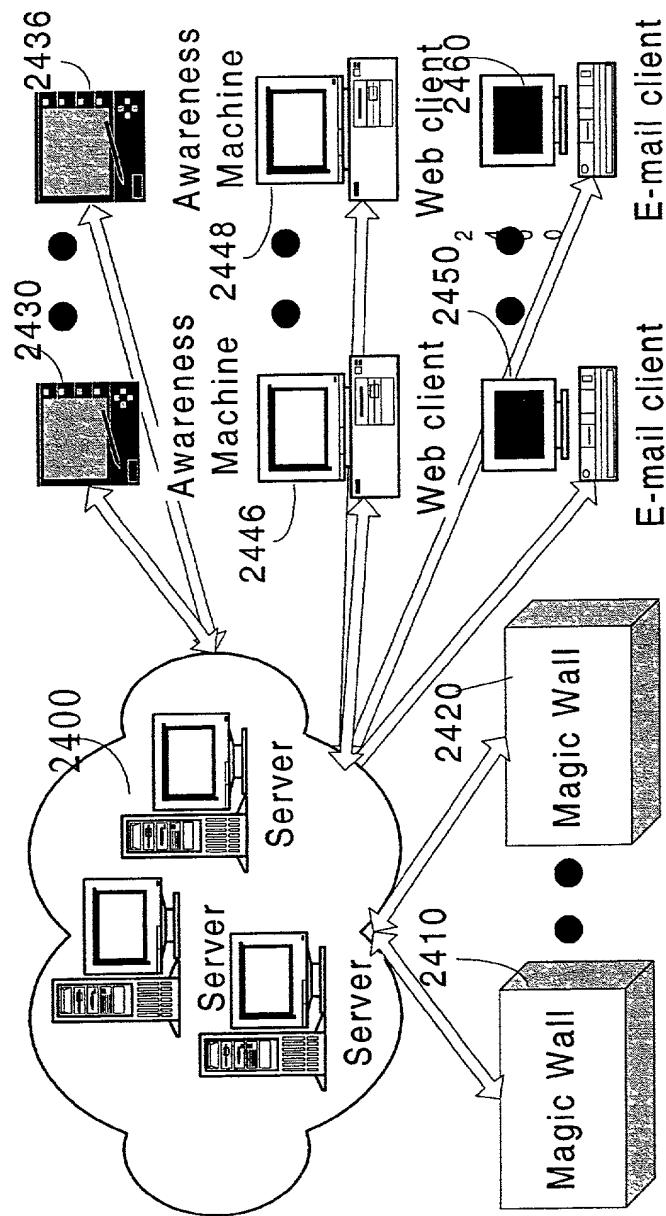


FIGURE 22

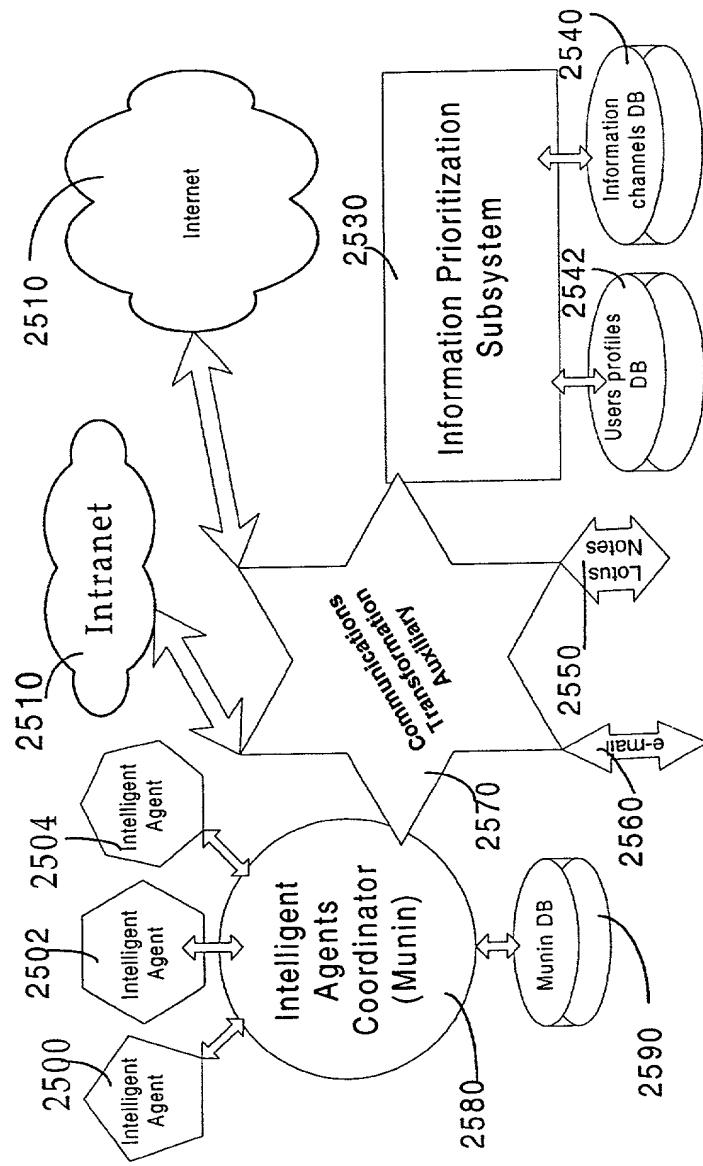
FIGURE 23





**Figure 24**

## Figure 25



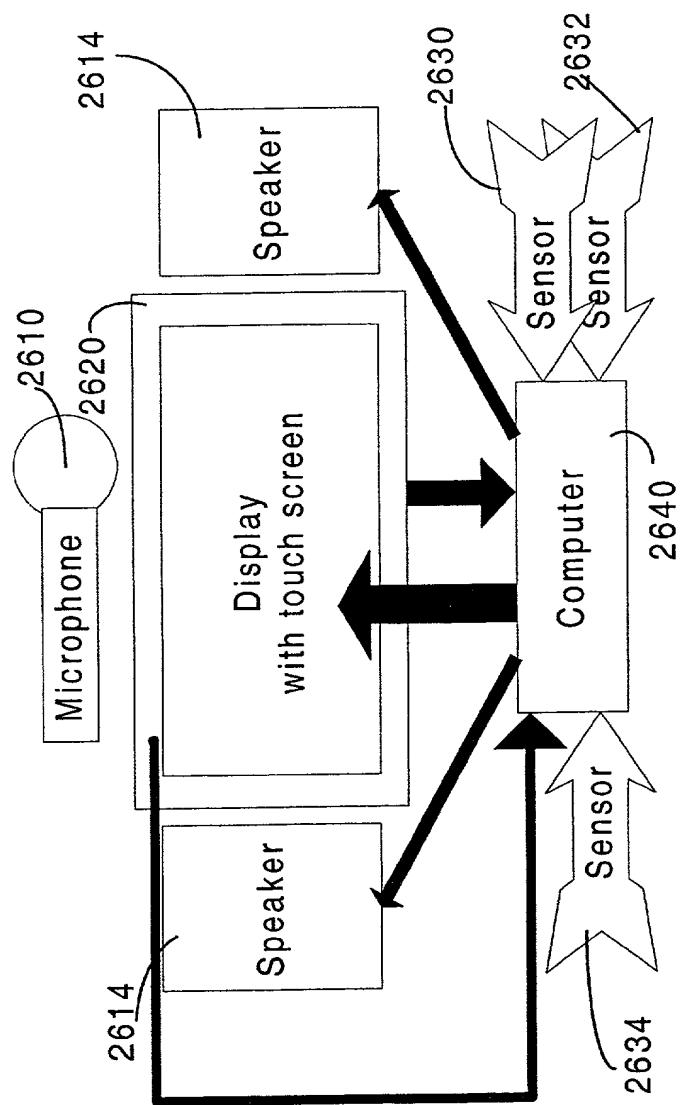


Figure 26

FIGURE 27

